

Solavei August 22 Webinar Event

Start: 17:30 on counter

Solavei Webinar Event

08.22.12

Jason McKinnis

Head of Marketing & Brand Experience

Goal of world's largest webinar is becoming a reality

Message of Solavei started as a vision, was developed, given a face through branding,

came to life through the people.

Solavei has become a movement. One reason is great leadership.

20:00

The Revolution has begun

Ryan Wuerch

Founder & CEO

Revolution

A dramatic and wide-reaching change in the way something works or in people's

ideas about it

Solavei is changing the way things have been done and putting people in a place to

benefit like they never have before.

[picture of Wall Street/99% protesters]

Current Trends:

1) The poor economy. People are looking for an opportunity

2) Social media. We are connected today like never before. We engage and interact

with friends and family.

3) Wireless/mobile. Everything revolves around our mobile phones. People don't want

to live without their home, food, or cell phone. Over 300M mobile connections in the

U.S., and 5B around the world. \$71 average monthly phone bill.

4) Advertising has shifted the way people are doing business. Companies spend billions to bring people to them. Advertising ROI is not as strong as it used to be. Companies like Amazon use affiliate marketing to bring people to them one on one.

24:30

The Epiphany

A single relationship has potential to make life better for many

Solavei's Mission

Make commerce less expensive (or profitable) for the consumer

This will create a viral brand everyone will be interested in

Combining Mobile and Social to Redefine Commerce

25:00

What is Solavei?

Solavei is a Social Commerce Network that offers an affordable, contract-free 4G

nationwide mobile service that actually pays back consumers for adding new members

- **\$49/mo unlimited voice/text/data**

- **No contract**

It's Simple

Unlimited Voice, Text, and Data

4G Nationwide

\$49/month

Connected to a social platform, especially with Facebook and Twitter, so you can tell

other people about it.

It's about sharing, not selling, and you are rewarded for sharing.

It's \$49/month, or free.

27:24

Industry Firsts

1986 – Microsoft Operating Systems

1988 – Dell personal computers

1996 – Yahoo! Portals and eBay online auctions

1998 – Google Search & Online Advertising

2004 – Facebook Social Networking

2012 – Solavei Social Commerce

We will look back and see Solavei as the first social commerce company that changed

things across the country.

Solavei is that

Change

People: attracting the very best talent

Partners: aligned with the strongest companies

Investors: confidence and commitment to Solavei

People – Over 150 full time employees and contractors.

Partners – Over 35 leading companies across the US and the world. T-Mobile, HTC,

ZTE, Bank of America, and more are part of this movement because they see what this

is going to do.

Investors –

Momentum

Strength or force gained by motion or by a series of events

There have been event after event since last October, and a logically sequenced launch

process. This has created incredible momentum.

Spectacular Growth

May – 12 Founding Members with some of the largest networks

June – 180 flew in from around the country to Bellevue to be part of the pre-launch event

July – 2,000

August 22 – 45,000 people have now pre-registered into Solavei to take part in the launch

First enrolled members

Began enrolling members yesterday. Solavei is now live. The technology, the Solavei network, and the logistics are all connected together.

34:00

Just surpassed 10,000 people on the webinar

Solavei Pays

Began paying out 2 weeks ago through the compensation plan

Pay out 50% of every dollar in profit

They pay the greatest advertising vehicle known to man – people

Beginning this month, qualified members in Solavei will receive a Solavei VISA debit

card. Will be paid on it every 2 weeks. Can use it at an ATM or anywhere a VISA is accepted.

36:25

Audio clips from Solavei members talking about their \$650 bonuses for inviting 12:

Jose Miranda

Tulsa, OK

Gracie Updyke

Cary, NC

Her bonus gives her more time with her 2 kids, and less time at work

Michelle Sherman

Ahwatukee, AZ

Will use the income from Solavei to reunite their family. Her husband had to move 5

hours away for work, and she and the children couldn't move because of custody agreements with her former husband.

What you earn from Solavei will depend on you.

39:55

The Solavei Experience

Jim Ryan

Head of Product

They birthed their “baby” – the Solavei Community – today

The Community is what ties everything together. They intend to offer many

products
through this platform and community.

Design Intent

We need to be able to onboard people simply and easily online, via web and mobile.

People need to get educated and motivated.

Outreach – make it so people can interact with the people they already know.

These things have all been implemented into the Solavei Community.

This has never been done before.

They built 3 companies:

1) A MVNO (Mobile services company)

It normally takes 18-24 months; it took them 9 months

2) A social network

To make sure the Solavei community has a means to interact with each other, motivate

with each other, and communicate with each other.

3) A commerce platform

Can sell goods and services and track and commission people.

This is like combining Amazon with Avon.

This all went live today. You can high-five each other, support each other, interact with

each other one on one or publicly. The system also tracks what happens on the commerce side, including the Fast Action Bonus. As your business grows, you see

more details about the money you can make and the advancements you can achieve.

The platform will notify you when something of interest happens (like someone making

money) in your network. You can congratulate him on Facebook, Twitter, email, text

message, etc. People will ask how he made money and will ask how they can do it.

You are notified on your phone as well. It's fun, interesting, engaging, and motivating.

The platform tracks all the people who are interested.

They feel they can change some big industries:

Advertising – much more efficient ways to do it

Mobile – a lot of waste

The Consumer Internet – fat cats make all the money and the users make nothing. In

Solavei, the users benefit from the economic value they are creating.

Solavei will create millions of thousandaires.

Device Availability

Will start selling 3 devices to those who get in the Lane early.

HTC One S - \$529

HTC Wildfire - \$259

ZTE Origin - \$159

BYOP – Bring Your Own Phone

If you have an unlocked GSM phone (from T-Mobile or AT&T), you can unlock it and bring it in to Solavei.

Rob Pritchard

Tulsa, OK

He used a website, paid a fee, and unlocked his iPhone, backed it up, and put the

Solavei SIM card in.

“It’s fast, it works great, and I love it.”

The Revolution has begun

Ryan Wuerch

Founder & CEO

What now?

Active Outreach

August 22nd – Launch

Load THE LANE and Enroll

Outward Focus

Post on Facebook

Tweet the message

Creating a viral exchange

6 min overview video (available at www.solavei.com & the Lane at 10 PM Pacific)

Celebrity endorsement

Build to the national launch

Those who begin to build a network before September 21st will see a viral effect.

54:00

Reach the Beach Challenge

156 members in personal network (1,728 Overall Network) = Deluxe Package

w/Spa & Golf for two

84 members in personal network (1,000 Overall Network) = Grand Wailea & flights

for two

60 members in personal network (750 Overall Network) = Grand Wailea for two

Qualifications End

October 31st

40% rule: No more than 40% of your qualifying Overall Network can come from any

single individual's network. Participation limited to top 200 qualifiers based on overall

network size.

56:15

Solavei Goes Live!

Sept. 21st

Seattle, WA

Will have celebrities, top members, partners, board dignitaries

The switch will be flipped and the technology will be lit up.

Will webcast the event to homes and venues that members set up.

At the EMP, next to the Space Needle.

Cee Lo Green from The Voice

Other surprise guests

58:20

To qualify for the Solavei Launch:

Solavei Launch “ALL ACCESS”

Leaderboard starts Monday in THE LANE

Top 10 – Total Network enrolled by midnight September 10th

Airfare and hotel for two

VIP “all access” for two

Arrive a day early

Private VIP dinner with Solavei executives

Top 25 – Personal Network enrolled by midnight September 10th

Airfare and hotel for two

VIP “all access” for two

Top 400 – Personal Network enrolled by midnight September 10th

Airfare for two

“All access” for two

Enroll 6 by Sept. 10th and get a free Launch Kit

Offer applies to first 2,000 members

Picture shows a T-shirt, wristband, hat, and small box

Maria Pinchevsky

THE LANE

All who sign up to THE LANE will have early access to enrollment

THE LANE preregistration ends on August 26th at midnight

THE LANE on-boarding to the Solavei Community begins Aug 27th

Get everyone you know in!

Extending the LANE preregistration period until Sunday, August 26th, at midnight

1:04:50

Ryan Wuerch

It's a Movement

Over 10,500 people on the call tonight

Solavei's people are the lightning rods for positive change.

Solavei will mark a change in how things are done.

Call to Action

Share the message

Begin posting

Get social

Get everyone into THE LANE

Get enrolled

Build to national launch

Teach others to do the same

